

For Immediate Release

## **Buzz360 to show new profit generator for media companies at Inland Press Annual Meeting**

Marketing software company Buzz360 LLC ([www.buzz360.co](http://www.buzz360.co)) has announced it will exhibit its new small-business partnering platform for media companies at the 128th Annual Meeting of the Inland Press association, October 27-29 2013, in Chicago (<http://www.inlandpress.biz/annualmeeting/?ref=AN10272013>). Buzz360 is a Silver Sponsor of the conference.

The Buzz360™ platform creates an online community that attracts new customers, automates email marketing to get repeat business, automatically posts to Facebook, automatically generates social referral and feedback from existing customers, and creates and automatically updates a mobile sales tool and web sites that the customer specifies. Buzz360™ is a customizable, brandable marketing platform that empowers a media company to generate new sales from monthly subscriptions to the software, while also helping its customers sell more and become more profitable, boosting economic activity in their local community.

"Selling digital services to small and mid-sized businesses in their local markets is a vital new revenue source for media firms," said Lisa Schneegans, CEO and cofounder of Buzz360 LLC. "That's why we developed the Buzz360™ platform."

Buzz360™ provides several benefits to media firms:

- It makes marketing more manageable for their small business customers
- It removes complexity and automates the process for them
- And it solidifies the role of the media firm as a business-generation partner.

The Buzz360™ platform adds value to the media firm's relationships with its small-business customers. It is reasonably priced, and easy to install and customize with the media company's brand identity.

### **About Inland Press Association**

The Inland Press Association's principal mission is to help its member newspapers and the industry at large thrive in their business performance, their journalism quality and their ability to respond nimbly to whatever changes arise in the media environment.

### **About Buzz360 LLC**

Buzz360 ([www.buzz360.co](http://www.buzz360.co)) has developed a brandable, white-label software-as-a-service (SaaS) platform that provides "Marketing Automation for Small Business." It features social and automated marketing tools, plus the best of CRM (customer relationship management), to give media firms a powerful solution to offer small businesses in their local communities. Buzz360™ kick-starts small business, leveling the playing field for them in today's challenging new world of marketing and social business. By branding and implementing the platform, media firms sell and profit more by making their small-business customers more successful.

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To arrange a meeting with Buzz360 at the Inland Annual Meeting, please contact:

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